Journal of Broadcasting & Electronic Media

Index to Volume 38, 1994

Title Index

Articles

A Content Analysis of Gender Differences in Children's Advertising, Lois J. Smith	Summer	323–337
Broadcasters' License Renewal Claims Regarding Children's Educational Programming, Dale Kunkel and Julie Canepa	Fall	397–416
Children's News Interest During the Gulf War: The Role of Negative Affect, Cynthia Hoffner and Margaret J. Haefner	Spring	193–204
Contributions of Sexual Portrayals to Viewers' Responses to Graphic Horror, Mary Beth Oliver	Winter	1–17
Do Attitudes Toward Political Advertising Affect Information Processing of Televised Political Commercials?, William G. Christ, Esther Thorson, and Clarke Caywood	Summer	251–270
Does Infomercial Clearance Vary by Managerial, Organizational, and Market Factors?, Jan LeBlanc Wicks	Spring	229–239
Effects of Ambiguity and Complexity on Consumer Response to Music Video Commercials, Jacqueline Hitchon, Peter Duckler, and Esther Thorson	Summer	289–306
Effects of Interpretations of Televised Alcohol Portrayals on Children's Alcohol Beliefs, Erica Weintraub Austin and Heidi Kay Meili	Fall	417–435
Effects of Televised Government Censorship Disclaimers on Memory and Thought Elaboration During the Gulf War, John E. Newhagen	Summer	339–352
Effects of Upbeat Stories in Broadcast News, Dolf Zillmann, Rhonda Gibson, Virginia L. Ordman, and Charles F. Aust	Winter	65–78

Four Decades of Families on Television: A Demographic Profile, 1950–1989, Thomas Skill and James D. Robinson	Fall	449–464
Gender Stereotypes in MTV Commercials: The Beat Goes On, Nancy Signorielli, Douglas McLeod, and Elaine Healy	Winter	91–101
How the Architectural Style of the Home Relates to Family Television Viewing, Carol J. Pardun and Dean M. Krugman	Spring	145–162
Interest, the Knowledge Gap, and Television Programming, Fiona Chew and Sushma Palmer	Summer	271–287
Measurement of Mundane TV Behaviors: Remote Control Device Flipping Frequency, Douglas A. Ferguson	Winter	35–47
Portrayals of Crime, Race, and Aggression in 'Reality-Based' Police Shows: A Content Analysis, Mary Beth Oliver	Spring	179–192
Predictions of the Public Agenda from Television Coverage, David P. Fan, Hans-Bernd Brosius, and Hans Mathias Kepplinger	Spring	163–177
Profiling Call-in Poll Users, David J. Atkin and Robert LaRose	Spring	217–227
Program Type Preference and Program Choice in a Multichannel Situation, Sug-Min Youn	Fall	465–476
Promotion Increases Ratings, Doesn't It? The Impact of Program Promotion in the 1992 Olympics, Susan Tyler Eastman and Julie Lynn Otteson	Summer	307–322
Sensationalism Versus Public Affairs Content of Local TV News: Pennsylvania Revisited, Karen L. Slattery and Ernest A. Hakanen	Spring	205–216
Televised News, Trait Inferences, and Support for Political Figures, Donald T. Cundy	Winter	49–63
Television Viewing Among American Adults in the 1990s, Hao Xiaoming	Summer	353–360
Television Viewing and Depression: No News is Good News, Richard Potts and Dawn Sanchez	Winter	79–90
The Changing Conception of Localism in U.S. Public Radio, Alan G. Stavitsky	Winter	19–33

The President-News Media Relationship: A Time Series Analysis of Agenda-Setting, Wayne Wanta and Joe Foote	Fall	437–448
Toward a Unifying Regulatory Structure for the Delivery of Broadband Telecommunications Services, Michael A. McGregor	Spring	125–143
Universal Service: Prosaic Motives and Great Ideals, Harmeet S. Sawhney	Fall	375–395
Variations in Music Videos as a Function of their Musical Genre, by John Tapper, Esther Thorson, and David Black	Winter	103–113
Review and Criticism		
Beyond Agendas: New Directions in Communication Research by Gaunt, reviewed by Christopher H. Sterling	Summer	373–375
Children and Television: Images in a Changing Sociocultural World by Berry and Asamen, reviewed by Katharine E. Heintz-Knowles	Summer	370–373
Enlightened Racism: The Cosby Show, Audiences, and the Myth of the American Dream by Jhally and Lewis, reviewed by Jannette L. Dates	Winter	121–123
Media Effects: Advances in Theory and Research by Bryant and Zillman, reviewed by Robert P. Hawkins	Fall	483–486
On the Relationship Between Television Viewing and Academic Achievement, Keith W. Mielke	Summer	361–366
Public Service Broadcasting in a Multichannel Environment by Avery, reviewed by Robert W. McChesney	Winter	118–120
Sex and Violence in Slasher Films: A Reinterpretation, Daniel Linz and Edward Donnerstein	Spring	243–246
Society's Impact on Television: How the Viewing Public Shapes Television Programming by Selnow and Gilbert, reviewed by Joseph Turow	Summer	367–370
Telecommunications, Mass Media, and Democracy: The Battle for the Control of U.S. Broadcasting, 1928-1935, by McChesney, reviewed by Louise M. Benjamin	Spring	241–242
The People's Right to Know: Media, Democracy, and the Information Highway by Williams and Pavlik, reviewed by Patricia Aufderheide	Fall	480–482

The Remote Control in the New Age of Television by Walker and Bellamy, reviewed by Julia R. Dobrow — Fall 477–480

The Unreality Industry: The Deliberate Manufacturing of Falsehood and What it is Doing to our Lives by Mitroff and Bennis, reviewed by George Albert Gladney — Winter 115–117

Violence Towards Women in Slasher Films: A Reply to Linz and Donnerstein, Fred Molitor and Barry S. Sapolsky — Spring 247–250

Author Index

Articles

David J. Atkin and Robert LaRose, *Profiling Call-in Poll Users* — Spring 217–227

Charles F. Aust, see Dolf Zillmann — Winter 65–78

Erica Weintraub Austin and Heidi Kay Meili, *Effects of Interpretations of Televised Alcohol Portrayals on Children's Alcohol Beliefs* — Fall 417–435

David Black, see John Tapper — Winter 103–113

Hans-Bernd Brosius, see David P. Fan — Spring 163–177

Julie Canepa, see Dale Kunkel — Fall 397–416

Clarke Caywood, see William G. Christ — Summer 251–270

Fiona Chew and Sushma Palmer, *Interest, the Knowledge Gap, and Television Programming* — Summer 271–287

William G. Christ, Esther Thorson, and Clarke Caywood *Do Attitudes Toward Political Advertising Affect Information Processing of Televised Political Commercials?* — Summer 251–270

Donald T. Cundy, *Televised News, Trait Inferences, and Support for Political Figures* — Winter 49–63

Peter Duckler, see Jacqueline Hitchon — Summer 289–306

Susan Tyler Eastman and Julie Lynn Otteson, *Promotion Increases Ratings, Doesn't It? The Impact of Program Promotion in the 1992 Olympics* — Summer 307–322

David P. Fan, Hans-Bernd Brosius, and Hans Mathias Kepplinger, *Predictions of the Public Agenda from Television Coverage* — Spring 163–177

Douglas A. Ferguson, *Measurement of Mundane TV Behaviors: Remote Control Device Flipping Frequency*	Winter	35–47
Joe Foote, see Wayne Wanta	Fall	437–448
Rhonda Gibson, see Dolf Zillmann	Winter	65–78
Margaret J. Haefner, see Cynthia Hoffner	Spring	193–204
Ernest A. Hakanen, see Karen L. Slattery	Spring	205–216
Elaine Healy, see Nancy Signorielli	Winter	91-101
Jacqueline Hitchon, Peter Duckler, and Esther Thorson *Effects of Ambiguity and Complexity on Consumer Response to Music Video Commercials*	Summer	289–306
Cynthia Hoffner and Margaret J. Haefner, *Children's News Interest During the Gulf War: The Role of Negative Affect*	Spring	193–204
Hans Mathias Kepplinger, see David P. Fan	Spring	163–177
Dean M. Krugman, see Carol J. Pardun	Spring	145–162
Dale Kunkel and Julie Canepa, *Broadcasters' License Renewal Claims Regarding Children's Educational Programming*	Fall	397–416
Robert LaRose, see David J. Atkin	Spring	217–227
Michael A. McGregor, *Toward a Unifying Regulatory Structure for the Delivery of Broadband Telecommunications Services*	Spring	124–143
Douglas McLeod, see Nancy Signorielli	Winter	91–101
Heidi Kay Meili, see Erica Weintraub Austin	Fall	417–435
John E. Newhagen, *Effects of Televised Government Censorship Disclaimers on Memory and Thought Elaboration During the Gulf War*	Summer	339–352
Mary Beth Oliver, *Contributions of Sexual Portrayals to Viewers' Responses to Graphic Horror*	Winter	1–17
Mary Beth Oliver, *Portrayals of Crime, Race, and Aggression in 'Reality-Based' Police Shows: A Content Analysis*	Spring	179–192
Virginia L. Ordman, see Dolf Zillmann	Winter	65–78
Julie Lynn Otteson, see Susan Tyler Eastman	Summer	307–322
Sushma Palmer, see Fiona Chew	Summer	271–287

Carol J. Pardun and Dean M. Krugman, *How the Architectural Style of the Home Relates to Family Television Viewing*	Spring	145–162
Richard Potts and Dawn Sanchez, *Television Viewing and Depression: No News is Good News*	Winter	79–90
James D. Robinson, see Thomas Skill	Fall	449–464
Dawn Sanchez, see Richard Potts	Winter	79–90
Harmeet S. Sawhney, *Universal Service: Prosaic Motives and Great Ideals*	Fall	375–395
Nancy Signorielli, Douglas McLeod, and Elaine Healy *Gender Stereotypes in MTV Commercials: The Beat Goes On*	Winter	91–101
Thomas Skill and James D. Robinson, *Four Decades of Families on Television: A Demographic Profile, 1950–1989*	Fall	449–464
Karen L. Slattery and Ernest A. Hakanen, *Sensationalism Versus Public Affairs Content of Local TV News: Pennsylvania Revisited*	Spring	205–216
Lois J. Smith, *A Content Analysis of Gender Differences in Children's Advertising*	Summer	323–337
Alan G. Stavitsky, *The Changing Conception of Localism in U.S. Public Radio*	Winter	19–33
John Tapper, Esther Thorson, and David Black, *Variations in Music Videos as a Function of their Musical Genre*	Winter	103–113
Esther Thorson, see John Tapper	Winter	103–113
Esther Thorson, see William G. Christ	Summer	251–270
Esther Thorson, see Jacqueline Hitchon	Summer	289–306
Wayne Wanta and Joe Foote, *The President-News Media Relationship: A Time Series Analysis of Agenda-Setting*	Fall	437–448
Jan LeBlanc Wicks, *Does Infomercial Clearance Vary by Managerial, Organizational, and Market Factors?*	Spring	229–239
Hao Xiaoming, *Television Viewing Among American Adults in the 1990s*	Summer	353–360
Sug-Min Youn, *Program Type Preference and Program Choice in a Multichannel Situation*	Fall	465–476

Dolf Zillmann, Rhonda Gibson, Virginia L. Ordman, and Charles F. Aust, *Effects of Upbeat Stories in Broadcast News*	Winter	65–78
Review and Criticism		
Patricia Aufderheide, *The People's Right to Know: Media, Democracy, and the Information Highway by Williams and Pavlik*	Fall	480–482
Louise M. Benjamin, *Telecommunications, Mass Media and Democracy: The Battle for the Control of U.S. Broadcasting, 1928–1935, by McChesney*	Spring	241–242
Jannette L. Dates, *Enlightened Racism: The Cosby Show, Audiences, and the Myth of the American Dream by Jhally and Lewis*	Winter	121–123
Julia R. Dobrow, *The Remote Control in the New Age of Television by Walker and Bellamy*	Fall	477–480
Edward Donnerstein, see Daniel Linz	Spring	243–246
George Albert Gladney, *The Unreality Industry: The Deliberate Manufacturing of Falsehood and What it is Doing to our Lives by Mitroff and Bennis*	Winter	115–117
Robert P. Hawkins, *Media Effects: Advanced in Theory and Research by Bryant and Zillmann*	Fall	483–486
Katharine E. Heintz-Knowles, *Children and Television: Images in a Changing Sociocultural World by Berry and Asamen*	Summer	370–373
Daniel Linz and Edward Donnerstein, *Sex and Violence in Slasher Films: A Reinterpretation*	Spring	243–246
Robert W. McChesney, *Public Service Broadcasting in a Multichannel Environment by Avery*	Winter	118–120
Keith W. Mielke, *On the Relationship Between Television Viewing and Academic Achievement*	Summer	361–366
Fred Molitor and Barry S. Sapolsky, *Violence Towards Women in Slasher Films: A Reply to Linz and Donnerstein*	Spring	247–250
Barry S. Sapolsky, see Fred Molitor	Spring	247–250
Christopher H. Sterling, *Beyond Agendas: New Directions in Communication Research by Gaunt*	Summer	373–375
Joseph Turow, *Society's Impact on Television: How the Viewing Public Shapes Television Programming by Selnow and Gilbert*	Summer	367–370